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Reservations to Heaven

Selling cars is Will Perkins' business. And so is getting people on that reservation list to heaven.

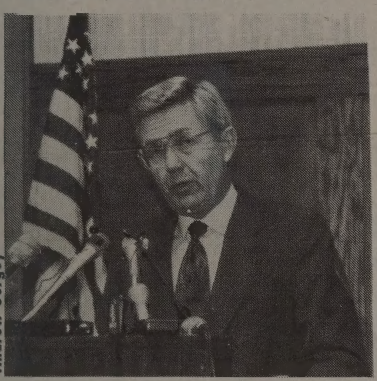
For the past 25 years, Perkins has appeared in local television spots about this time of year, urging people to remember the real reason behind Christmas – the celebration of the birth of Christ.

"They're not really commercials – we don't talk about cars," Perkins said.

This year's message to the Pikes Peak-area viewing public was based on a passage from I Peter 1:3, indicating there is a place reserved in heaven for everyone.

"That's good news," Perkins said.

The spots ran on two local network stations and on cable television for five days, beginning Dec. 14 and running through Dec. 18. Perkins paid for the television air time, he said, and other expenses involved in getting out the message.



Andrew Gorgey

Local car salesman/family man Will Perkins has good news for you: There's a place in heaven reserved for everyone.

"The community does a lot for me," Perkins said. "My son and I and those of us in the company feel that what a person does with Christ is probably the most important decision they'll ever make.

"We want to help give as much information about Him as we can."

For the last 15 years, volunteer counselors have manned telephone lines to take calls from those curious about the message.

This year, Perkins said between 60 to 70 volunteers from area churches fielded about 400 callers in Colorado Springs and Pueblo who responded to the message. The volunteers explained the verse used in the televised spot, Perkins said, and outlined the basic premise of how to establish a personal relationship with Christ.

"When we first got involved, I thought rather than spend all my time saying 'Merry Christmas,' I should be spending time saying what Christmas is all about," he said.

– Cara DeGette

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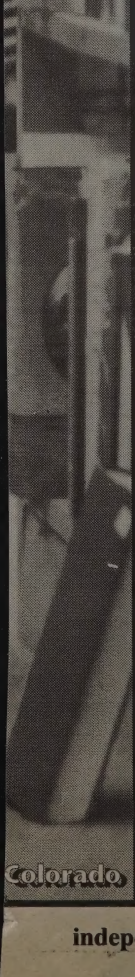

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